Permit #F00038847

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00038847 **Type of Permit:** FILMING **Release Date:** 04/06/2011

Production Company MOXIE PICTURES INC

Insured Company Name MOXIE PICTURES INC

Contact Phone No. 1 310-857-1000
Contact Phone No. 2
Fax 310-857-1004
Address 5890 W JEFFERSON BLVD, SUITE J
LOS ANGELES, California 90016

Production Title MINNESOTA BOATING PSA

Type of Production Commercial - PSA

Producer ELENA HALVERSON

Director N/A N/A

1st AD N/A N/A

Production Manager N/A N/A

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager BARRY HEAPS
Primary Phone Mobile - 818-519-3737
Secondary Phone

Location Assistant TBD TBD
Primary Phone Office - 310-857-1000
Secondary Phone

Fees

FILMLA MODIFIED PERMIT APPLICATION FEE	$50.00	**Total Permit Fee**	$392.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$342.00	**Number of Locations**	1

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Summary Information — Location

Permit Number	F00038847	**Location Manager**	BARRY HEAPS
Production Company	MOXIE PICTURES INC	Primary Phone	Mobile - 818-519-3737
Insured Company	MOXIE PICTURES INC	Secondary Phone	
Production Title	MINNESOTA BOATING PSA		

Location Address 6300 Balboa Blvd, Los Angeles, CA, 91436

Location Name LAKE BALBOA PARK

Location Type Park

Film Dates 4/7/2011 - 4/7/2011 09:00 - 16:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
F38847, PSA martin wms.pdf
F38847, Lake Balboa.pdf
F38847, MOXIE.pdf

Equipment on Location

Type	Quantity
Cube Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	20
FilmL.A. Monitor (s)	1

Filming Activities Camera on sticks; Exterior Dialogue; Handheld equipment; TALENT ON BOAT RAMP; RAPG #32736; Iguana on boat ramp. Animal Permit # R11-037147;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Joanne Luna
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Coordinator Note RAPG MONITOR REQUIRED:
04/07/2011, 0900-1600

Parking

Base Camp
Location Type : Filming Location

Parking Notes
BOAT RAMP LOT

Crew Parking
Location Type : Filming Location

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Minnesota Department of Natural Resources

500 Lafayette Road
St. Paul, Minnesota 55155-40 46

April 4, 2011

To whom it may concern:

The Minnesota Department of Natural Resources has contracted Martin|Williams Advertising and Moxie Pictures to develop three, low-budget boating and water safety advertisements. These spots will run as Public Service Announcements on local, negotiated media weight beginning on May 6th, 2011.

Over time, these announcements have helped reduce boating fatalities in the State of Minnesota by at least 20 percent.

Thank you for your support of these important announcements.

Sincerely,

Timothy M. Smalley
Program Administrator, Boating Safety Education
Minnesota Department of Natural Resources

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

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- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- ***Ok to film at Lake Balboa*.**
- ***Cannot impede park patrons from park activities.***
- ***Cannot interfere, prevent, or clear park patrons from the location of filming.***
- ***Must work around maintenance activities.***
- ***Permitted to park in Lake Balboa Lot 2.***
- ***Permitted to film around the Lake at Lake Balboa at the Silver Boa used by Aquatics.***
- ***Permitted to film from 9am-4pm on 4/7/11***
- ***OK to have 2 minute pedestrian control while cameras are rolling only.***
- ***Absolutely not heavy equipment allowed on the grass.***

MOXIE PICTURES-MINNESOTA BOATING PSA
(Lake Balboa – AROUND THE LAKE AND LOT 2)
F-38847

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of MOXIE PICTURES ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 11/5/10

Melissa Brabetz

Representative's Signature

Melissa Brabetz

Representative's Name (Please Print)

VPM

Representative's Title (Please Print)

MOXIE PICTURES

Name of Principal (i.e. company name)
(Please Print)

1040 Sycamore
Hollywood, CA 90038

Principal's Mailing Address (Please Print)

323.957.5420

Principal's Phone Number (Please Print)

Pacific Production Services
[illegible] Nichols, President

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